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Florinda Zegullaj, Veland Ramadani, Gadaf Rexhepi, Sadudin Ibraimi

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Entrepreneurial mindset dimensions and entrepreneurial performance of female-owned enterprises: the mediating role of personal wealth

Florinda Zegullaj*, Veland Ramadani,
Gadaf Rexhepi and Sadudin Ibraimi

Faculty of Business and Economics,
South-East European University,
Tetovo, North Macedonia
Email: fz31426@seeu.edu.mk
Email: v.ramadani@seeu.edu.mk
Email: g.rexhepi@seeu.edu.mk
Email: s.ibraimi@seeu.edu.mk
*Corresponding author

Abstract: This paper aims to analyse the entrepreneurial mindset dimensions of women and to examine their impact on entrepreneurial performance in the Albanian context as well as understand the moderating effect of personal wealth in this relationship. A random sampling technique is used to collect data from female entrepreneurs who own a business in Albania. The results presented in this research paper are relevant and original, based on the evidence of female entrepreneurs in Albania. Structural equation modelling in Smart PLS 4 software examines the relationships between variables and different patterns. The findings of this study indicate that resilience, risk-taking propensity, and innovativeness successfully influence the firm performance and personal wealth of female entrepreneurs. Furthermore, personal wealth acts as a moderator between both risk-taking propensity and resilience toward firm performance.

Keywords: entrepreneurship; females; mindset; dimensions; performance.

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Biographical notes: Florinda Zegullaj is a PhD student in the Business Administration Program at the Faculty of Business and Economics at the South-East European University, North Macedonia. Her research interests include corporate finance, public finance, financial management, bank marketing, banking, and entrepreneurship. She graduated with honours from SGH – Warsaw School of Economics with an MSc in Finance and Accounting. She is currently holding the position of Public Procurement Manager at 'Fan S. Noli', University of Korça, Albania.

Veland Ramadani is a Professor of Entrepreneurship and Family Business at the Faculty of Business and Economics, South-East European University, North Macedonia. His research interests include entrepreneurship, small business management, and family businesses. He authored or co-authored more

than a 120 research articles, 80 book chapters, 12 textbooks, and 25 edited books. He has published in the *Journal of Business Research*, *Technological Forecasting and Social Change*, *Review of Managerial Science*, *Technology in Society*, *International Journal of Entrepreneurial Behaviour and Research*, among others. He has received the Award for Excellence 2016 – Outstanding Paper by Emerald Group Publishing. He was ranked four times in a row, among the World's Top 2% of the most influential researchers prepared by Elsevier BV and Stanford University, USA.

Gadaf Rexhepi is a Professor of Strategy and Innovation at the South-East European University, Republic of North Macedonia. He has published around 60 research articles in different peer and refereed journals, such as *Business Strategy and the Environment*, *Sustainable Development*, *Corporate Social Responsible and Environment Management*, *Review of Managerial Science*, and *Industrial Marketing Management*. Most of his work in the past seven years has been in the field of CSR and sustainability. Starting in 2020, he is a member of the Council of National Bank of RNM for a seven-year term. He received the Award for Excellence 2016 – Outstanding Paper by Emerald Group Publishing (*Journal of Enterprising Communities: People and Places in the Global Economy*).

Sadudin Ibraimi is a Professor at the Faculty of Business and Economics at South-East European University, Republic of North Macedonia. He teaches different courses in management and statistics in both undergraduate and postgraduate courses. His research interests include management, applied statistics, supply chain management, decision-making science, and entrepreneurship. He authored and co-authored many research articles in different peer-reviewed and refereed journals. He is also the CEO of the Business Innovation Centre, North Macedonia.

1 Introduction

The Albanian entrepreneurial ecosystem is nascent and ranks among the lowest in Europe. According to the Global Entrepreneurship Index (GEDI), Albania was placed in 83rd position out of 137 analysed countries. Regarding female entrepreneurship, Albania lacks detailed politics and data to properly address the challenges women entrepreneurs face in this country (Ramadani et al., 2015). In addition to that, gender discrimination remains one of the most fundamental problems within businesses because of the existing cultural aspects that make women reluctant to become successful entrepreneurs, make progress, and balance their work-family life (Singh et al., 2023). However, it is worth mentioning that when compared to 2019, Albania's score for entrepreneurial learning and women's entrepreneurship has improved from 2.81 to 2.96 (OECD, 2022a) with the beginning of the new Business Development and Investment Strategy (2021–2027).

As Imeraj and Gruda (2013) have argued, the critical role of women in the Albanian economy requires more insight into the development of entrepreneurial competencies of these entrepreneurs. In times when the role of women in business is increasing in a wide social network, female entrepreneurs are becoming more fulfilled because business allows them to expand their knowledge and presence in various activities. Female-owned enterprises are of special importance for a variety of reasons (Ramadani et al., 2014; Welter et al., 2004; OECD, 2004), among which one can mention the reduction of

discrimination in the labour market that results from the acquired skills and training, the improved welfare and social cohesion that derives from the given opportunity to balance work and family responsibilities, the increased representative role in economic and political life, new opportunities for employment for younger generations, etc.

Wardana et al. (2020) have stated that there is a strong relationship between entrepreneurial mindset and entrepreneurship education, speaking of which it is worth emphasising the schools of thought that determine it:

- 1 the students are taught how to start-up ventures
- 2 students are taught the required mindset to be entrepreneurial, such as creativity, risk management, etc. (Lackéus and Sävetun, 2019).

The role of education in terms of an entrepreneurial mindset is essential as far as shaping individuals into entrepreneurs is concerned. Ireland et al. (2003) have argued that the future generation needs to become more entrepreneurial. Therefore, the spotlight of this research paper is to identify the most important factors related to the entrepreneurial mindset that can lead to successful entrepreneurial performance.

According to Fain and Vukašinović (2020) and Spinelli and Adams (2016), entrepreneurial mindset traits incorporate commitment and determination, creativity and self-reliance, motivation to excel, courage in terms of curiosity to face risks, moral strength, opportunity obsession, and leadership. In this paper, the entrepreneurial mindset is defined as consistent with Muindi et al. (2020) basing the mindset on the development of core competencies such as the need for achievement, innovativeness, self-efficacy, locus of control, trustworthiness, resilience, emotional stability, egoistic passion, risk-taking propensity (RTP), patience.

Nichter and Goldmark (2009) have stated that the development of entrepreneurial competencies positively affects the success of firm growth. On the other hand, Muindi et al. (2020) have found that there is hardly any correlation between entrepreneurial competencies and entrepreneurial performance. Therefore, these contradictions need to be examined for the advancement of the literature on entrepreneurial competencies and how they relate to the entrepreneurial performance of female-owned enterprises in a developing country context.

This paper is one of the first to study the correlation between entrepreneurial mindset and FE firm performance in Albania. The research gap focuses on the need for the advancement of research on entrepreneurial mindset dimensions of women that affect entrepreneurial performance, assessing the moderating effect of wealth, in a developing country context. This will fill a literature gap and help other researchers in the Western Balkans region to do similar studies.

The rest of the paper is structured as follows: The next section presents the literature review, while the used methodology is shown in Section 3. Results and findings are presented in Section 4. Discussion, conclusions, and the study limitations are included in Section 5 which concludes the study.

2 Literature review

2.1 Female entrepreneurship in developing countries

In recent years, when global economies are recovering from negative shocks related to the economic and geopolitical crises of the past three years, entrepreneurship has become the main catalyst of growth (GEM, 2023). In developing countries, due to high inflation and the cost-of-living crisis, labour income is assessed to be below the pre-pandemic level (ILO, 2022). According to the World Economic Forum (2023), women have experienced a higher unemployment rate than men. However, women are increasingly participating in the socioeconomic life of countries. To explain female entrepreneurial motivators, Mallon and Cohen (2001) developed the push/pull theory. Because there has not been established yet which factors are of the greatest influence, and complexities related to women's working and domestic life are ignored, researchers are advocating the need for developing new methodologies to examine the main reasons why women are becoming entrepreneurs (Poggesi et al., 2015). Holmén et al. (2011) have acknowledged that the primary motivator that pushes women to set up a business in those countries is economic necessity. Another evidenced reason is related to the glass-ceiling phenomenon [a term first used in the 1970s (Wirth, 2001)], which prevents women from achieving high in their careers due to gender discrimination and institutional barriers (OECD, 2012). Other studies (Naser et al., 2009; Gray and Finley-Hervey, 2005; Priyashantha et al., 2023) have revealed that the main factors that motivate women to become entrepreneurs are related to characteristics such as the need for achievement, financial independence, and self-fulfilment. Unfortunately, Dewitt et al. (2023) have found that women still face difficulties in becoming entrepreneurs, despite the changes in family dynamics that stimulate female entrepreneurship. Anyhow, due to Poggesi et al. (2015) studies related to entrepreneurial characteristics in developing countries are not as deep as those carried out in developed ones. Cultural differences make entrepreneurial activities unique (Ogundana et al., 2021; Ramadani et al., 2015). Because small and medium enterprises are the main drivers of economic growth in developing countries and research is scarce, it is even more interesting to behold women entrepreneurs in Albania, where the participation of females has been significantly lower than men, thus their progress has been marginalised (Beqo and Gehrels, 2014).

2.2 Female-owned enterprises in Albania

Female entrepreneurs, whose population has soared during the last three years, contribute significantly to the Albanian economy as far as innovation, production, and employment are concerned (Boriçi Kraja and Berberi, 2023). According to the Institute of Statistics (INSTAT) during the year 2022, the number of women who own/administrate operating businesses has accounted for 31.2% (Çapo et al., 2023). In Albania, there are 125,222 active enterprises of different sizes, of which females own 39,074. Regionally, when dividing active enterprises by NUTS 3, one can observe that Tirana, Vloera, Lezha, and Berat have the biggest proportion of female business owners, respectively 33.5%, 31.3%, 31.1%, and 30.4%. More of these businesses are small and medium-sized.

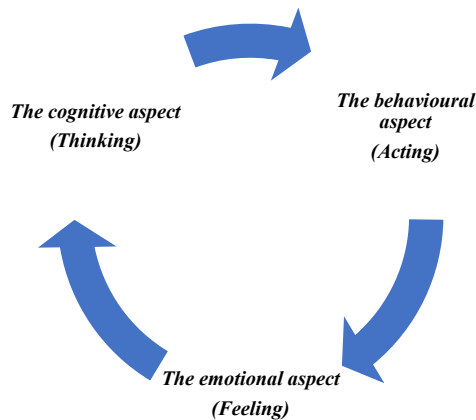
Even though female entrepreneurship in Albania remains at a moderate level, it is worth mentioning that women are involved more and more in entrepreneurial issues

(Boriçi Kraja and Berberi, 2023). According to the data of UN Women Albania (2021), the employment rate of women is lower than men (61.2% compared to 77.1%), while 22.8% of them are engaged in unpaid work. There are only a few publications related to women's entrepreneurship in Albania (Shehaj et al., 2023). In the framework of the SME Policy Index, as reported by OECD (2022b) in the region, female entrepreneurship dimensions and entrepreneurial learning have been improved.

2.3 *Entrepreneurial mindset traits and entrepreneurial competencies*

The entrepreneurial mindset is considered a fundamental variable by many researchers (Allen, 2020; Cui et al., 2021; Schaefer and Minello, 2019; Wardana et al., 2020). Cui et al. (2021) argued that it is connected to cognitive phenomena. According to Kuratko et al. (2020), the entrepreneurial mindset consists of three key perspectives: the entrepreneurial cognitive aspect related to the models of thinking; the entrepreneurial behavioural aspect related to the ways entrepreneurs act to find new opportunities; and the entrepreneurial emotional aspect associated with their feelings in entrepreneurial activities.

Figure 1 Key perspectives of the entrepreneurial mindset (see online version for colours)



Source: Based on Kuratko et al. (2020)

But what does it mean to be entrepreneurial? Entrepreneurship is often described by managers with terms like risk-taking, innovative, dynamic, flexible, and growth-oriented. As mentioned before, in this paper entrepreneurial mindset is defined as consistent with Muindi et al. (2020) basing the mindset on the development of core competencies such as innovativeness, resilience, and RTP.

2.3.1 *Entrepreneurial performance*

Entrepreneurial mindsets play a crucial role in firm performance and business model renewals (Sawang et al., 2024). In this research paper, entrepreneurial performance is defined in line with Muindi et al. (2020) as firm performance and development of personal wealth. Firm performance is frequently used as a dependent variable in strategic management research, but when it comes to its measurement there is hardly any

consensus among scholars (Taouab and Issor, 2019). Kiyabo and Isaga (2020), Muindi et al. (2020), Petty et al. (2019) and Shepherd and Wiklund (2009) have used three items such as assets, sales, and employees' numbers during the past three years to measure firm performance, while Martinez et al. (2020) have measured it using ROI, sales increase, customer satisfaction, benefits level, and employees' satisfaction of the past two years. SMEs are often unwilling to provide information about their performance, therefore in this paper, it is employed a categorical approach to evaluate firm performance as far as data availability and non-controversial respondents' view are concerned. When it comes to personal wealth measurement, this paper uses consumer durables (Muindi et al., 2020), such as building/buying a house; profit generation from financial activities (bonds, stocks, saving accounts, etc.); contribution to pension funds, and increased assets concerning the last three years. Measures of personal wealth are numerous depending on the country (Muindi et al., 2020). For instance, Pouw and Elbers (2011) have discussed that in India the welfare attributes are explained by a combination of possessing a radio, using electricity for lighting, having the kitchen as a separate room, etc.

2.3.2 Innovativeness

Entrepreneurship plays a central role in the management of innovation (Trott, 2017). The linkage between entrepreneurship and innovation is made clear for the first time by Joseph Schumpeter in the 1930s. So, it is worthy of note that many authors consider together these concepts. From Drucker's perspective, innovation is a specific function of entrepreneurship considering entrepreneurial businesses only those that introduces an innovation. The study of entrepreneurship is separated from innovation management by the analysis of the role of the individual entrepreneur (Trott, 2017). Innovativeness is one of the main determinants of entrepreneurial performance (Ramadani et al., 2023; Muindi et al., 2020). Additionally, business longevity (Baltazar et al., 2023) is affected by the disposition and ability to innovate (Hu et al., 2022). Technology and digitalisation not only promote growth and sustainability (Fowowe, 2017; Kijkasiwat and Phuensane, 2020) but also facilitate business success (Budiarto and Pramudiati, 2018; Kijkasiwat and Phuensane, 2020).

However, some experts have different perspectives suggesting that innovation negatively affects business growth (Karabulut, 2015; Laforet, 2011). Despite reservations related to potential negative effects, there is sufficient evidence in the literature for the positive effects of innovation on entrepreneurial performance. When it comes to personal wealth, innovative activities of SMEs are facing many difficulties because of financial constraints (Božić and Rajh, 2016). Kijkasiwat and Phuensane (2020) have revealed that financial capital has both positive and negative moderating effects on innovation and firm performance. Based on the above can be formulated the following hypotheses:

- H1 Innovativeness positively impacts firm performance.
- H2 Innovativeness has a positive effect on personal wealth.
- H3 Personal wealth has a mediating role between innovativeness and firm performance.

2.3.3 *Entrepreneurial resilience*

When it comes to entrepreneurial resilience, the research on this topic continues to be at a preliminary stage (Bullough and Renko, 2013; Duchek, 2017; Hussels et al., 2013). However, the term resiliency is commonly used to define the capability to endure and even succeed in times of instability, change, or trauma (Duening, 2010). Resilience is a characteristic of people who can overcome their obstacles quickly (Zautra et al., 2010) as a result of being capable of accepting negative emotions when losing their business, dealing effectively with that situation, and moving forward (Duening, 2010). Even though resilience is a very useful characteristic for entrepreneurs in terms of bouncing back from entrepreneurial failure (Duening, 2010), this notion is relatively new (Santoro et al., 2020; Duchek, 2017) and scarce in entrepreneurship research despite the growing academic interest. Connor and Davidson (2003) have stated that resilience is a predictor of entrepreneurial success. Anyhow, Muindi et al. (2020) have partially accepted in their study that resilience is positively related to entrepreneurial performance. Moreover, they have recommended replicating further their results with multi-sectoral and inter-regional studies. The findings of Santoro et al. (2020), Fisher et al. (2016) and Bullough and Renko (2013) have shown that resilience affects performance positively. Kipkosgei (2022) has argued that entrepreneurial resilience is positively affected by the well-being of entrepreneurs. Based on the above, the next deriving hypotheses are as follows:

H4 Entrepreneurial resilience effects positively firm performance.

H5 There is a positive relationship between entrepreneurial resilience and personal wealth.

H6 Personal wealth serves as a mediator between entrepreneurial resilience and firm performance.

2.3.4 *Risk-taking propensity*

RTP is a specific personality trait (Rauch and Frese, 2007) that is defined as the ‘exercise of doing things that comprise of risks to achieve something’ (Antonites and Wordsworth, 2009). Another definition of RTP provided by Sitkin and Pablo (1995) is as follows: ‘an individual’s current tendency to take or avoid risks’. Entrepreneurs take on different types of risks when they set up new firms (Antoncic et al., 2018). RTP does not necessarily result in hazardous behaviours in terms of thinking systems (Wenhong and Liuying, 2010). Previous researchers (Tang and Tang, 2007; Stewart and Roth, 2001) have demonstrated that entrepreneurs who exploit potential opportunities have a greater propensity to take risks when compared to those who do not take advantage of them. Tang and Tang (2007) have argued that there is a negative relationship between RTP and performance. On the other hand, other studies (Mat et al., 2020; Muindi et al., 2020) have found that RTP is a characteristic that impacts positively the long-term success of female-owned enterprises. Based on the above, there are formulated the following hypotheses:

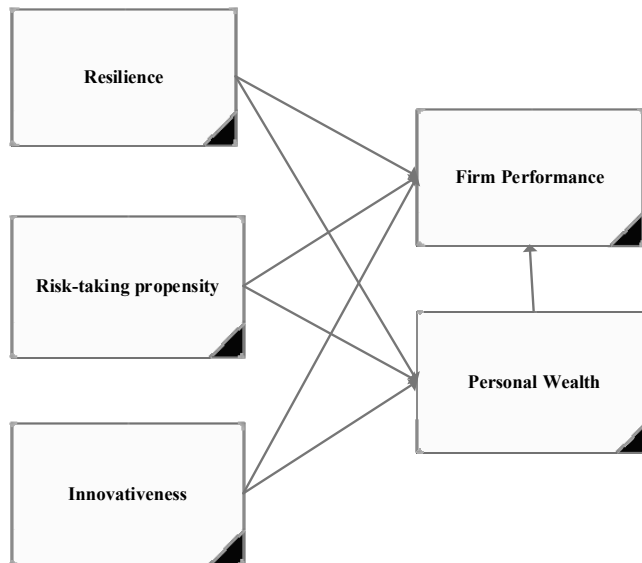
H7 The RTP has a negative and significant effect on firm performance.

H8 The RTP has a positive effect on personal wealth.

H9 The relationship between RTP and firm performance is mediated by personal wealth.

Based on the literature review above and the proposed hypothesis, Figure 2 presents the conceptual model.

Figure 2 The conceptual framework



3 Research methodology

3.1 Population and sample size

The target population of the research was women entrepreneurs operating in Albania. The random sampling technique was used to gather data using a structured questionnaire developed in Google Forms. A total number of 99 questionnaires were completed by female entrepreneurs in Albania in March-May 2023. The sample size, referring to G-power suggested by Green (1991), is sufficient for the analysis of five variables.

Table 1 Variables and items

Statements	Authors
Resilience (RE)	
(RE.1) I work harder than anyone I know.	Muindi et al. (2020)
(RE.2) Most of my life satisfaction derives from work.	
(RE.3) Despite difficulties I have never thought of leaving my firm.	
Risk-taking propensity (RTP)	
(RTP.1) Risk-taking is considered a positive attribute in my firm.	Muindi et al. (2020)
(RTP.2) Our employees are encouraged to undertake calculated risks to realise their new ideas.	
(RTP.3) Both exploration and experimentation possibilities are supported in my firms.	

Table 1 Variables and items (continued)

<i>Statements</i>	<i>Authors</i>
Innovativeness (IN)	
(IN.1) Company activities are constantly improving through innovations.	Muindi et al. (2020)
(IN.2) My firm is continuously looking for new alternatives to doing business.	
(IN.3) Our operation methods are creative.	
Firm performance (FP)	
(FP.1) The company's profits have increased during the last 3 years.	Muindi et al. (2020), Kiyabo and Isaga (2020), Petty et al. (2019) and Shepherd and Wiklund (2009)
(FP.2) Sales have increased during the last three years.	
(FP.3) The number of employees during the last three years has increased.	
Personal wealth (PW)	
(PW.1) During the last three years I have been able to buy/start building a new house.	Muindi et al. (2020)
(PW.2) During the last three years I have been able to generate profits from financial activities such as saving accounts, bonds, stocks, etc.	
(PW.3) During the last three years I have increased my assets.	
(PW.4) During the last three years I have increased the pension fund contributions.	

Note: Data were evaluated by using structural equation modelling (SEM) in Smart PLS 4 software.

3.2 *Variables measurement*

In addition to the conceptual framework, all the statements in the questionnaire were prepared on a five-point Likert scale (1-strongly disagree to 5-strongly agree). All items are adopted from previous research as presented in Table 1.

3.3 *Respondent demographics*

Respondent demographics are summarised in Table 2.

Table 2 Respondent demographics

Age		
20–30	7	7%
31–40	43	43%
41–50	36	36%
Older than 50	13	13%

Table 2 Respondent demographics (continued)

Education		
Bachelor	7	7%
Secondary school	20	20%
Master	72	73%
Previous experience before starting your business:		
Yes	43	43%
No	56	57%
Does any member of your family have any experience in running a business?		
Yes	62	63%
No	37	37%
Business sector:		
Trade	20	21%
Accommodation and food service	4	4%
Service sector	59	60%
Manufacturing sector	12	12%
Construction	4	7%

4 Data analysis and results

SEM is used to test the above-mentioned five latent variables. The model is obtained by a two-step technique (Emini and Zeqiri, 2021). The validity and reliability of the model are measured with the SEM technique, while factor loadings and path coefficient significance are assessed using the bootstrapping method (Zegullaj et al., 2023; Hair et. al., 2020). For analysing SEM, the confirmatory factor analysis (CFA) is a very suitable technique (Muça and Zeqiri, 2020) not only for the two-step mentioned above technique but also because of the benefits that this procedure offers in terms of unidimensionality and construct validity (Zegullaj et al., 2023). If all these criteria are fulfilled, then the data is considered relevant for further study.

4.1 *Measurement model, reliability, and validity*

Factor loadings, means, standard deviations, and VIFs for all construct items are shown in Table 3. The values of loadings are greater than the recommended 0.55 by Hair et al. (2020). They vary from 0.780 to 0.986, ensuring sufficient variance from the variables. When observing the variance inflation factor (VIF) values, it can be concluded that this model is free of common method bias because they are lower than 3.3 (Kock, 2015).

4.1.1 *Convergent validity testing*

Convergent validity shows that the correlation between responses gained through various measures represents the same construct (Alam et al., 2020). The results illustrated in Table 4 demonstrate internal consistency between variables. The average variance

extracted (AVE) values for all the items are above the recommended by Fornell and Larcker (1981) value of 0.50 ranging from 0.691 to 0.959.

Table 3 Construct items loadings

<i>Name</i>	<i>Loadings</i>	<i>Mean</i>	<i>Standard deviation</i>	<i>VIF</i>
FP_1	0.976	0.975	0.007	2.914
FP_2	0.976	0.976	0.004	3.239
FP_3	0.986	0.986	0.003	2.567
PW_1	0.855	0.855	0.022	2.603
PW_2	0.870	0.869	0.028	2.995
PW_3	0.942	0.942	0.012	2.744
PW_4	0.787	0.787	0.040	3.054
IN_1	0.875	0.871	0.035	2.653
IN_2	0.953	0.952	0.012	3.278
IN_3	0.898	0.899	0.019	2.603
RE_2	0.845	0.845	0.029	1.378
RE_3	0.897	0.897	0.018	1.378
RTP_1	0.780	0.773	0.066	1.789
RTP_2	0.799	0.798	0.034	2.026
RTP_3	0.908	0.909	0.020	1.546

Source: Authors' calculations

Table 4 Convergent validity testing

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	<i>AVE</i>
Firm performance (FP)	0.979	0.987	0.986	0.959
Personal wealth (PW)	0.888	0.929	0.922	0.749
Resilience (RE)	0.687	0.705	0.864	0.760
Innovativeness (IN)	0.896	0.937	0.935	0.827
Risk-taking propensity (RTP)	0.799	0.998	0.870	0.691

Source: Authors' calculations

4.1.2 Discriminant validity testing

After the establishment of convergent validity, it has been examined the discriminant validity of the model to demonstrate that the items in one construct are statistically distinctive from items in other constructs (Zeqiri et al., 2020). Discriminant validity is evaluated through the Heterotrait-Monotrait ratio of correlations (HTMT). The results presented in Table 5, which are lower than the recommended 0.90, indicate that discriminant validity has been established.

4.2 Structural model estimation

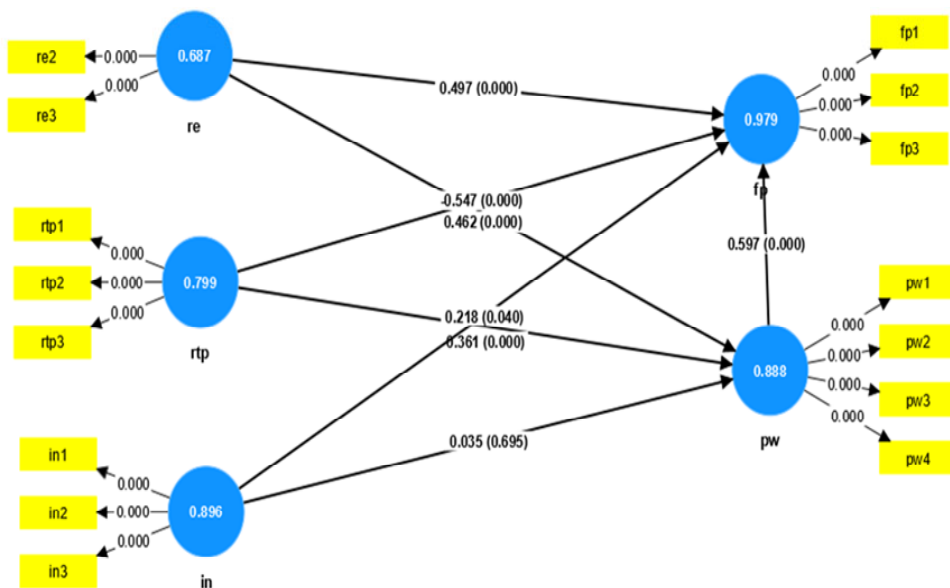
The results of the SEM path analysis are presented in Figure 3. The path measurements indicate that resilience (re), RTP, and innovativeness (in) respectively explain 49.7%, 54.7%, and 21.8% of the firm performance, and 46.2%, 36.1%, and 3.5% of the personal wealth.

Table 5 Discriminant validity – HTMT matrix

	<i>FP</i>	<i>IN</i>	<i>PW</i>	<i>RE</i>	<i>RTP</i>
FP					
IN	0.184				
PW	0.684	0.442			
RE	0.772	0.290	0.837		
RTP	0.270	0.857	0.668	0.561	

Source: Authors' calculations

Figure 3 Structural equation modelling (see online version for colours)



Source: Authors' illustration

4.3 Testing hypotheses

A multiple regression analysis was undertaken with an SEM model to analyse the direct and indirect relationships between variables. The path coefficients shown in Table 6 demonstrate that eight out of ten hypotheses are supported. The relationship between entrepreneurial mindset traits such as innovativeness and resilience have positive and significant effects on firm performance with path coefficients respectively 0.218, 4.497; T-statistics 2.050, 6.246 and P values 0.040, 0.000 supporting the H1 and H4. The results

indicate a negative significant effect between RTP and firm performance (path coefficient = -0.547 ; $t = 4.042$; $p = 0.000$) supporting the H6. When it comes to the relationship between entrepreneurial mindset traits such as resilience and RTP, and personal wealth, we have found that there are significant positive relationships between them (path coefficients = 0.462 ; 0.361 ; $t = 7.861$; 3.603 ; $p = 0.000$; 0.000) supporting the H5 and H7. While innovativeness does not affect personal wealth, meaning that H2 is not supported. The results indicate that there is a positive and significant effect between personal wealth and firm performance (path coefficient = 0.597 ; $t = 10.751$; $p = 0.000$) supporting the H3. The results have also revealed that personal wealth mediates the relationship between RTP and firm performance (path coefficient = 0.216 ; $t = 3.398$; $p = 0.001$); and resilience and firm performance (path coefficient = 0.276 ; $t = 8.386$; $p = 0.000$), supporting H9 and H10. Personal wealth does not mediate the relationship between innovativeness and firm performance (path coefficient = 0.021 ; $t = 0.392$; $p = 0.695$), meaning that H8 is not supported.

Table 6 Hypothesis testing

		<i>Path coefficient</i>	<i>STDEV</i>	<i>T statistics</i>	<i>P values</i>	
1	IN->FP	0.218	0.106	2.050	0.040	
2	IN->PW	0.035	0.090	0.392	0.695	Not supp.
3	PW->FP	0.597	0.055	10.751	0.000	
4	RE->FP	0.497	0.080	6.246	0.000	
5	RE->PW	0.462	0.059	7.861	0.000	
6	RTP->FP	-0.547	0.135	4.042	0.000	
7	RTP->PW	0.361	0.100	3.603	0.000	
8	IN->PW->FP	0.021	0.054	0.392	0.695	Not supp.
9	RTP->PW->FP	0.216	0.063	3.398	0.001	
10	RE->PW->FP	0.276	0.033	8.386	0.000	

Source: Author's calculations using Smart PLS

5 Discussion and findings

This paper analyse the entrepreneurial mindset dimensions of women such as innovativeness, RTP, and resilience, and to examine their impact on entrepreneurial performance (firm performance and personal wealth) in a developing country context like Albania as well as understand the moderating effect of personal wealth in this relationship. The Albanian entrepreneurial ecosystem is still nascent. Gender discrimination remains one of the main issues within businesses because of the existing cultural aspects that make women reluctant to become successful entrepreneurs. Previous studies related to entrepreneurial characteristics in developing countries are not as deep as those carried out in developed ones. Because SMEs are the main drivers of economic growth in developing countries and research is scarce, this study contributes further to the existing literature indicating that entrepreneurial mindset traits impact significantly entrepreneurial performance. Moreover, the relationship between them is mediated by personal wealth.

In this paper, the first hypothesis was about the effect of innovativeness that characterises women entrepreneurs in Albania, on firm performance. The results show a statistically significant relationship between them, indicating that innovation positively affects firm performance. The results are in line with previous research (for example Muindi et al., 2020). Innovation is central to entrepreneurial performance, facilitates business success, and promotes growth and sustainability (Fowowe, 2017; Kijkasiwat and Phuensane, 2020). The second hypothesis has proposed that the innovativeness of female entrepreneurs has a positive and significant effect on their wealth. The results have indicated that this relationship is not statistically significant, so the second hypothesis cannot be supported. Many companies focus on innovation to create wealth, but when it comes to Albanian female entrepreneurs, we do have not sufficient evidence to prove that. The third hypothesis is formulated to examine the relationship between the personal wealth of female entrepreneurs and their firm performance. The results have indicated that this relationship is positive and significant meaning that personal wealth impact positively the firm performance. The wealthier the company, the higher the chances to accelerate growth. The fourth and fifth hypotheses were formulated to test the effect of resilience on the firm performance and personal wealth of female entrepreneurs. The results are as expected. Resilience is strongly and positively related to these variables. When it comes to the RTP of women entrepreneurs in Albania, this study has revealed that it impacts negatively the firm performance and positively the personal wealth. These results are in line with Tang and Tang (2007) who have argued that business firms decrease in case of excessive RTP. The above-mentioned relationships are moderated by personal wealth as proposed in the last three hypotheses. Personal wealth and RTP are the factors that affect mostly the company performance of women entrepreneurs in Albania as indicated by the path coefficients presented in the previous section.

6 Conclusions

6.1 Theoretical contribution

This research makes a significant contribution to the existing literature regarding female entrepreneurship in the developing countries context. Moreover, it provides an insight into the entrepreneurial mindset dimensions of female entrepreneurs in Albania, where no other similar studies have been conducted despite its importance. In addition to that, this research paper explains the previous controversy over the entrepreneurial mindset dimensions and their impact on firm performance and personal wealth.

6.2 Practical contribution

The findings of this research may be used in practice to influence public policy to help the entrepreneurial ecosystem flourish not only in Albania but also in other developing countries.

6.3 Future research directions

When it comes to study limitations and future implications it is worth mentioning that this study should be replicated on a greater scale to raise its validity. For future research, it is recommended to provide a deeper analysis of the cognitive aspects of the female entrepreneurial mindset.

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